

Message Text

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53

ACTION COME-00

INFO OCT-01 NEA-14 ISO-00 CIAE-00 EB-12 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/067 W

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R 031232Z OCT 74

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 8446

UNCLAS TEHRAN 8388

DEPT PASS COMMERCE

E.O. 11652: N/A

TAGS: BGEN, IR

SUBJ: SECOND TEHRAN INTERNATIONAL TRADE FAIR

1. SECOND INTERNATIONAL TRADE FAIR CLOSED SEPTEMBER 29. TOTAL ATTENDANCE ESTIMATED BY FAIR AUTHORITIES WAS 700,000; 30 COUNTRIES PARTICIPATED; AND AUTHORITIES, EXHIBITORS AND PRESS PRAISED OVERALL ORGANIZATION OF FAIR AND ITS RESULTS.

2. AMERICAN EXHIBIT CONSIDERED ESPECIALLY SUCCESSFUL IN TERMS OF SETTING FORTH AMERICAN COMMERCIAL PRESENCE, POPULAR ATT-RACTION (FAIR CORPORATION STATES EVERY VISITOR TO FAIR VISITED U.S. EXHIBIT), AND SALES. EXHIBIT CONSISTED OF OUTDOOR SECTION DISPLAYING 27 HEAD PEDIGREED U.S. CATTLE, PLUS AMBULANCE AND EARTH-MOVING MACHINERY, AND INDOOR PAVILION BUILT IN STYLE FRONTIER WESTERN TOWN WITH 21 BOOTHS EXHIBITING PRODUCTS OF 32 U.S. FIRMS.

3. ALL EXHIBITORS, RPT ALL EXHIBITORS, EXTREMELY PLEASED WITH RESULTS AND EXPRESS WILLINGNESS TO PARTICIPATE IN SIMILAR EVENT NEXT YEAR IF U.S. HAS PAVILION. SHOULD BE POINTED OUT THAT FIVE EXHIBITORS HAD LARGE BOOTHS FOR IMAGE PURPOSES ONLY.

4. SALES ESTIMATED AT 12,000 HEAD OF LIVESTOCK, AVERAGE
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LANDED PRICE AT DOLS2,000 PER HEAD, AND ABOUT DOLS7 MILLION

WORTH OF VARIOUS PRODUCTS BY PAVILION EXHIBITORS.

5. SOME RANDOM COMMENTS BY PRESS, EXHIBITORS, AND OTHERS
INCLUDE: "U.S. ONLY TRULY ORIGINAL PRESENTATION," "THIS IS
A GOOD WAY FOR AMERICAN FIRMS THAT ARE MAKING HIGH EARNINGS
IN IRAN TO IDENTIFY THEMSELVES TO THE PEOPLE." FROM ONE
RUSSIAN VISITOR: "WHY DON'T YOU TAKE THIS WHOLE SHOW TO MOSCOW
WHERE YOU WOULD BE TREMENDOUS SENSATION," AND FROM CERTAIN
MEMBERS OF THE PRESS: "AS USUAL THE U.S. PAVILION IS THE
ONLY ONE HAVING ANYTHING INTERESTING TO WRITE ABOUT."

6. AIRGRAM FOLLOWS.
HELMS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 03 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TEHRAN08388
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740280-0137
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741074/aaaacImc.tel
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30 JUN 2005

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